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## ***NEWS RELEASE***

**April 24<sup>th</sup>, 2015**

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### **Surveys Mailed to the Community**

The City of Branson has contracted with ETC Institute to perform two separate surveys in the Branson community, one for local businesses and one for local residents. ETC has notified the City that these surveys were mailed on Friday, April 24<sup>th</sup>.

As the cover letter message from Mayor Karen Best states; “Over the coming months, the Branson Board of Aldermen will be making decisions that affect a wide range of city services and programs that include public safety, parks and recreation, water and sewer utilities, community planning and others. To ensure that the city’s priorities continue to match the needs and desires of our residents, we need to know what you, the citizens of Branson, think.”

Approximately one quarter of the households of Branson were statistically chosen to receive the survey, as well as hundreds of businesses. If your household or business receives this survey, please take a few minutes to respond. The input received from these surveys is an important part of the City’s on-going effort to identify ways to improve the quality of City services.

ETC Institute will allow approximately two weeks for those who were selected to receive the survey to respond by mail, after which their call center operations will begin contacting these same households and businesses by phone. The cover letter to the surveys also directs our Spanish-speaking residents and business owners to a phone number at the ETC Institute call center where the survey can be administered with a Spanish-speaking operator.

If any resident or business representative that did not receive the survey, but would like to contribute their answers to the responses – the survey can also be found on the homepage of the City of Branson website – [www.BransonMO.gov](http://www.BransonMO.gov). Please submit the survey to the ETC address on the survey, and not to City Hall in Branson.

These surveys are substantially similar to surveys performed by ETC Institute in 2008 and 2012. Comparing the answers to similar questions over time gives staff the added benefit of seeing how answers have changed over the past 8 years. The results of these surveys can be found by following the “Reports” tab at the lower left of the homepage of the City of Branson website. The results of these surveys have been used extensively over the past few years by City Staff to guide operational and budgeting decisions for the City.

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